

HEAD OFFICE NEWS

Issue 1 - (month/year)

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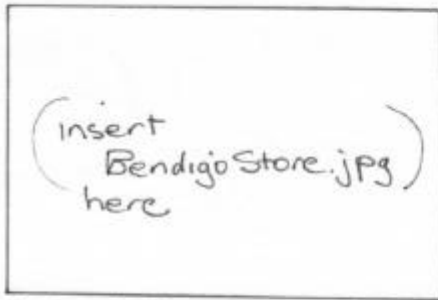
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Welcome to our First Issue

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Footer to
contain
following

Bendigo Store



Pictured Dom left are our new franchisees, Peter and Marilyn Thompson, discussing plans with Norma Saxton, Bendigo Advocate

Plans have now been approved for Swaggies first store in Bendigo, Victoria.

It is estimated that bldg. will take 4 mths to complete & that the store will be opening shortly after that date.

We'll keep you posted with progress!

italics

in full

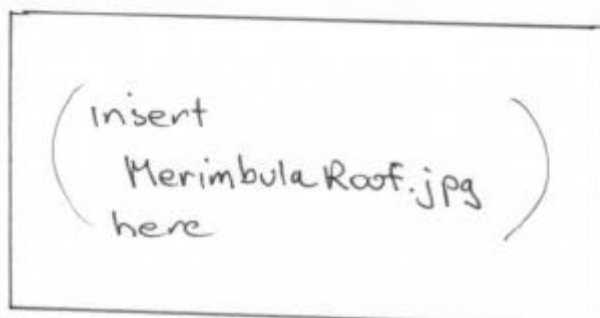
New Roof for Merimbula Store

After having lost their roof during severe gales last mth, our Merimbula store is now becoming the talk of the town! The new shingle roof is almost finished, giving the store an authentic bush hut appearance.

The photo below shows

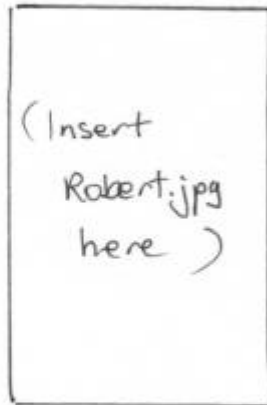
Greg Morgan from Aussie Roof Tiles preparing to lay the roof shingles.

italics



Department Gossip

You can't keep a good man down!



Robert Marconi, our Accounts Mgr, has now returned to work after his accident last month.

is full

Welcome back, Robert!

Product Update

Following our recent Product Suppliers Meeting, Swaggies will soon be introducing a new and exciting range of products to our stores.

italics

East Coast Book Distributors will be supplying two new series of travel books to our range. The books in both series contain comprehensive travel information together with maps, photos and general information for the tourist. They are attractively packaged and will be competitively priced.

①

Arlon Cosmetics have just introduced a new range of cosmetics to their catalogue. They have agreed to pack these products for Swaggies as gift-boxed items. Due to bulk purchasing, we will be able to sell these products at much lower prices than our competitors, and we anticipate that sales will exceed those in the previous year.

②

Adina Toys are now producing a wider variety of ^{in full} Aust games and puzzles for both children and adults. Product samples were distributed at the meeting and we are convinced that Swaggies customers will be delighted with this new range of products. If you are interested in seeing these products for yourself, then contact Kylie Adams.

(Insert ProductMeeting1.jpg here)

(Insert ProductMeeting2.jpg here)

From left: Kylie Adams, George Samuels (East Coast Book Distributors), Janet Parker, Tom Smith (Arlon Cosmetics)

Loise Jackson (Adina Toys) and Robert Marconi

Advertisement for
insertion in newsletter

insert clipart image
which will suit advertisement

Special Discount Offer

Manly Surfgeer is offering Swaggies staff
a 30% discount of All their stock!!

To take advantage of this offer, see
Janet Parker & ask for a discount voucher

As this offer is valid for six weeks
only, get in early while stocks last!

Note:

Please insert this ad wherever it will
conveniently fit into the newsletter.

This Month's Staff Profile

(Insert
SteveParsons1.jpg
here)

Steve Parsons, Managing Director

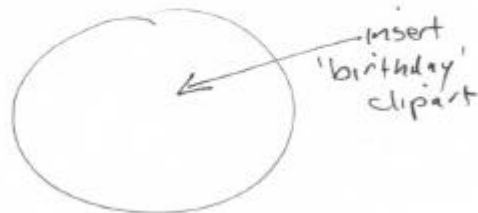
Steve, the founder of Swaggies franchising system, enjoys an active life both inside and outside working hours. His hobbies include competing in triathlons and other sporting events, sailing and rock climbing. He also has a pilot's licence, so when he is not at work, he is flying off to other parts of the country looking for business! Steve and his wife, Carla, have two children - Jamie, aged 2, and Justine, aged 6 months.

Coming Events - Next Month

- 8-10 National Franchising Conference
Sydney Exhibition Centre, Darling Harbour
- 12-18 New Franchisee Training Program
refer to Lyn Singh, HR Department
- 19 Staff Meeting (all staff)
10:00 am in Conference Room
- 20 Product Suppliers Meeting
refer Kylie Adams, Sales & Marketing
- 24 Staff Dinner - Manly Pacific Hotel
Meet 7:00 pm in foyer

italics

This Month's Birthdays



- 12th Mary Anderson, Purchasing
- 14th Mark McAllister, Warehouse
- 28th Kylie Adams, Sales & Marketing

(also add new staff birthdays
if applicable)

Trading Post

For Sale

Golden Retriever Puppy - 8 weeks old, vaccinated & microchipped. Cute, playful & desperate for a loving home. \$350. Contact Kylie Adams, Sales & Marketing - Ext

Clarinet - Yamaha, as new italics with stand. \$510. Contact Robert Marconi, Accounts Department - Ext

Windsurfer - Bic Hifly, " harness, mast and boom. Ideal for beginners. \$250. Contact Peter Hill, W'house in fill Ext

Mountain Bike - Cannondale italics V400, excellent condition, 27 speed, dual suspension, \$1600 or best offer. Contact John Little, Warehouse - Ext

Wanted to Buy

Leather Lounge Suite in good condition. 2x2 and 2x1 seaters. Light colour preferred. Contact Mary Anderson, Purchasing Department - Ext.

Note: pls look up ext numbers

Advertisement for
insertion in
newsletter

Weekend Escape

Tired of dreaming about that weekend escape?
This weekend, why not do something about it!

Kellmore Cottage, a glorious historic cottage, is located in the foothills of the Southern Highlands. Just 1 1/2 hours drive from Sydney, Kellmore Cottage offers you an all-inclusive package for that special weekend.

- Deluxe rooms with ensembles
- All meals provided
- Log fires
- Games Room
- Heated Swimming pool and spa
- Tennis Court
- Archery
- Canoeing
- Horseriding

(insert
Kellmore.jpg
here)

For bookings, phone Maria on (02) 4111 9900

Note

Pls insert this ad wherever
it will conveniently fit into
the newsletter